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PRICK

April/May 2012
Vol. 12 Issue 4

FREE

PRICK as a noun;
a mark or small
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Magazine

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Featuring:
Dee Dee Seruga
Club Tattoo &
Dave Navarro

in depth interview on Jane's
and hosting Ink Master



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PUBLISHER'S NOTE

Last issue I made some announcements. The following is one of them: "We don't get many, but one complaint we've been hearing lately is that PRICK magazine is getting too thin.". I also said "we decided to incorporate our original paper stock back in to the fold". By doing this we WERE able to increase our page count by nearly 30%, going up 16 pages from previous full gloss issues. Well, we had to make some tweaks in our design to accomodate the change in paper and the key word for this issue and future issues to come is "clean". I personally feel that too many backgrounds and superfluous graphics just takes away from the tattoos and the thoughts trying to be expressed.

We have also really focused on getting some amazing content for this and upcoming issues. This is one of my favorite issues of the last few years, actually, as far as content and over all look and feel. We have the low down on Jane's Addiction guitarist / INK Master host Dave Navarro and his plans to take over tattooing (not really), and we have the winner and a few artists from INK Masters coming up in future issues telling their side of the story, as well.

Stay tuned, and go like us on facebook!

– Chuck B.



ON THE COVER:

Dave Navarro and
Angel Dies (model)

Photo By Chuck B.



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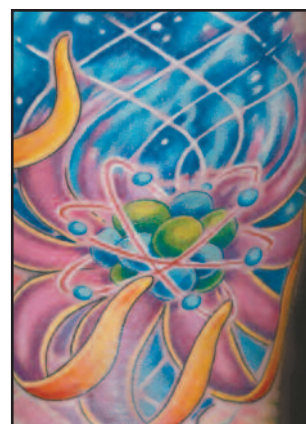


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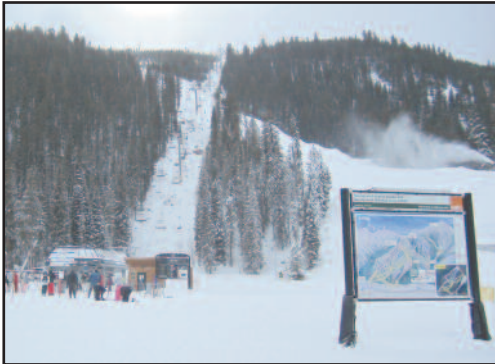
52 Dave Navarro
Clears the air on
hosting Spike TV's
INK Masters

Paradise Snowboard Party and Tattoo Seminar

Keystone, Colorado

BY CHUCK B, PHOTOS BY CHUCK B.
AND DURB MORRISON

The Paradise Tattoo Artist Snowboard Party and Seminar was held back in January in the beautiful Keystone Colorado Ski Resort. Though it was bitter cold, the event was held just before all the major snow storms that hit the area. We were there during some of the lamest snowfall in 30 years according to locals, but the snow was only half what we were there for. The first half of the weekend was filled with seminars and a hands-on training day with Stefano that pretty much turned out to be a collaboration session. Stefano would rotate from attending/tattooing artist to artist. Local artists were able to literally combine their work with a master tattooist. The results were evident as the attending artists were obviously having those “ah ha” moments right in front of me. Event producer Gabe Ripley also gave seminars on marketing and web media development. It was truly an artist seminar. There were no throngs of collectors, just artists looking to learn and shred down some mountainsides.



So after the tattooing and seminars were complete the party was on. The resort was way removed from Denver proper, so everyone just hit the local dives and restaurants and were treated like royalty, especially by the resort sales lady. Gabe was there also in preparation for his upcoming (off snow season) Paradise Artist retreat to be held in the same location this coming September. She assured us that the mountains were just as much fun in the summer as in winter. I personally was too swept away by the snow (that was there) and the upcoming next two days of snowboarding to really pay much attention to her, but Gabe seemed convinced and it really is a beautiful place. I lost interest in the conversation about the September show as I saw snow falling before my eyes. The next two days were gonna be killer!

Durb Morrison of Hell City Tattoo fest fame was in attendance and helped me spearhead the snowboard part of



Stefano, Chuck B, and Durb Morrison and locals hit the slopes



Stefano sitting in with Jeremy Ries above.
Jeff Jackson and his Stefano “collaboration” below



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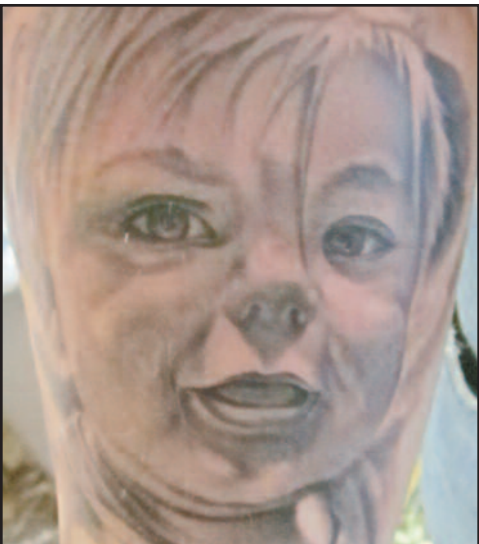
Snowboard Party and Artist Retreat



Stefano sitting in with Chris J'tot of Phantom 8. Ghoulfaced tattoo collaboration by Chris and Stefano



Christel Perkins of Electric Quill Tattoo working on H.H. Little'sky PHD's Bee. T-Rex by Ben Theisen. Portrait by Erik Campbell



the event. Stefano, his girlfriend, and a handful of local artists gathered Saturday morning for the snow covered time of their lives (well, except the ones who ate it early or got too drunk the night before). I am a moderately good snowboarder, but Durb on the other hand is in the bad ass category. I was able to keep up with him most of the day, but when he decided to hit the slopes at night, I passed out in a hot tub with a bottle of Jack until a phone call summonsed me to the bar. Durb went on to hit the slopes until about ten o'clock then met us afterward in the town bar claiming tails of subzero conditions while having swollen, bright red cheeks to prove it. I am glad I saved my energy for the next day. Had I gone with Durb on the night boarding mission, I probably would not be here to write this very article. I nearly killed myself at least ten times from pure exhaustion in the altitude. But that's how it should be when you leave a tattoo gathering: exhausted and gleaming from the adventure.. This is only the second event that I have attended that was produced by Gabe Ripley of Off The Map tattoo/Paradise Tattoo Gatherings, but it will not be my last. It is a great time and it's all about the positivity. For more info on future gathering check out TattooGathering.com ★



Durb Morrison getting cheered on by Stefano post subzero night snowboarding. The views were not too bad at Keystone



Durb's point of view with Chuck B. (front) and friend Robbie Lankford (left).



Stefano ripping the slopes



DAVID HALE

LoveHawk Studio Soars in Athens

BY MATT WOODY

First and foremost, Athens-based David Hale is a total visual artist. Once you step foot in his boutique studio, LoveHawk, you'll quickly realize that getting a tattoo from the self-made husband and father-of-one is unlike many tattoo experiences you'll ever have. The music was set to a random ambient, drone-y station from the moment we walked in. Perfect. The warehouse walls were lined with several of David's work, from rough sketches to full, finished works of honest craftsmanship. This was nice. This was exactly the type of environment that makes a long tattoo session worth the wait — and pain.

Hale began drawing at an early age, immediately falling in love with the visual creation process. It wasn't long until David created a unique style to call his own and building a name for himself. He's helped design album covers and promotional posters for bands, painted live on stage with bands like STS9 and Dubconscious and worked with charitable organizations such as Conscious Alliance. He's even presented at a local elementary school, teaching kids the importance of art and nature. But it was clear that David wanted to move his artwork into tattooing, an activity he describes as "much more empathetic to peoples experiences and how they view art."

It's no secret that tattooing takes a keen eye and steady hand in order to execute, both qualities



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DAVID HALE

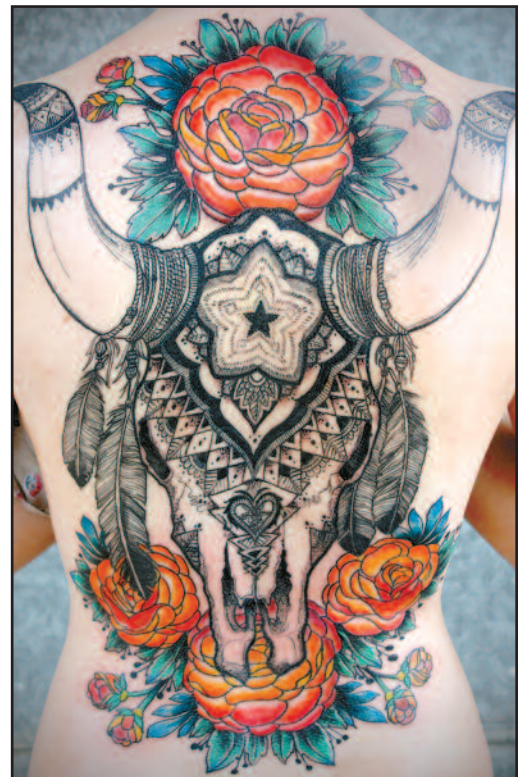
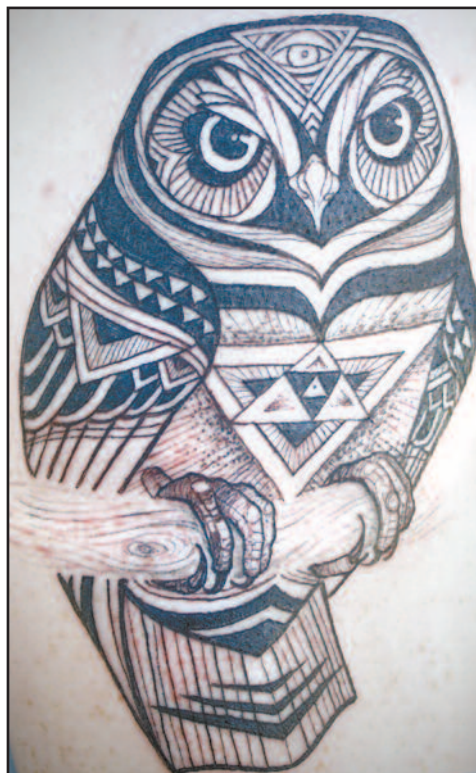
which David Hale clearly possesses. With such an extensive background in drawing and painting, David fully understands the importance of realism and natural experimentation in tattooing. Apprenticing under Mark Longnecker out of Endless Summer in Cocoa Beach, FL, Hale would ultimately quit the shop to pursue his own endeavors. David learned a lot about tattooing during his short apprenticeship, but Florida was not the right environment for his artwork or his family.

"My first experience tattooing actually took place in the back of my house," David recalls. "I tattooed a Red-Tailed Hawk feather on my leg, and it was a physically and psychologically intense ordeal."

The past four years have completely consumed David Hale's involvement in tattooing. A man who once traveled the country to paint live with some of the quickest growing bands was looking to settle in Athens and further his interest in tattooing.

"I choose to live in Athens because it is a place I can truly call home," Hale says. "I love the land here and the people. I feel that is a true sense of community that makes it an incredible place to raise my son."

After some time, David and some friends founded Anchor Tattoo in Athens. Many of the shop's clients were already aware of David Hale's and fellow Anchor tattooist Kris D's work, therefore a choice for a custom tattoo from either was preferred. A few years





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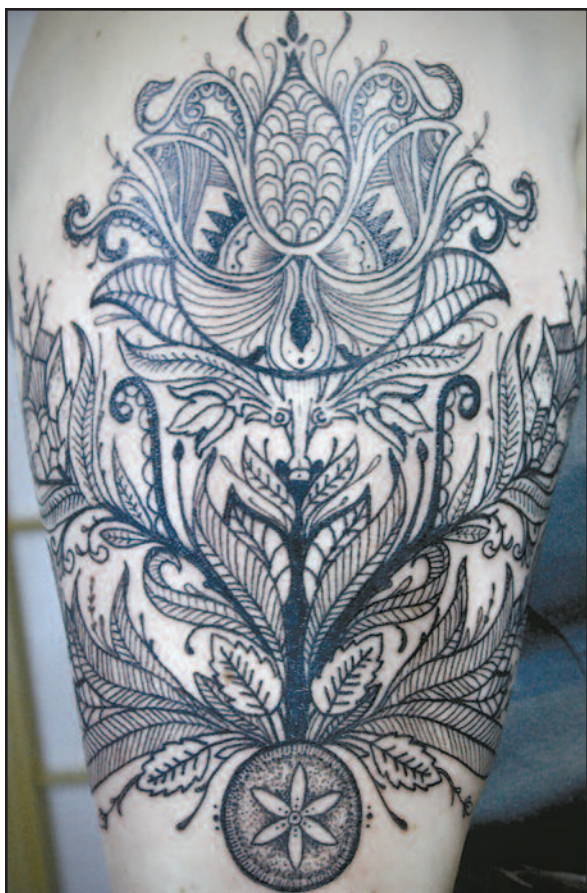
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DAVID HALE

later, David Hale founded LoveHawk Studios, a solo tattoo and visual artwork space for both himself and collectors. An increasingly popular tattoo artist with a niche market, David continues to do custom-styled pieces for those interested.

David credits much of his influence in tattooing to European artists, such as Nevada Johnny's Peter Aurisch and Jessica Mach, Parisian artist Guy le Tatooer, French tattooist Xoil, Sarah Bolen, MXM, Raf and Liam Sparks. Symmetry and traditional black and gray tattooing is common in many of these artists, which reflect directly in almost all of Hale's nature-based tattoos.

If you want to catch some of David's artwork in person, you're in luck. Even though you've just missed his March stint at Youngblood, there is another great upcoming opportunity planned. Starting June 1st and running through the end of the month, David Hale will be presenting a collection of works at ABV, Atlanta's newest art gallery. For those of you reading this outside the United States, you're also in luck! David will be traveling to Berlin to tattoo at AKA and Nevada Johnny Museum & Art gallery, as well as Nevada Johnny's new location in London. Keep up with David and LoveHawk Studios on Facebook for anymore European dates in the immediate future. ★



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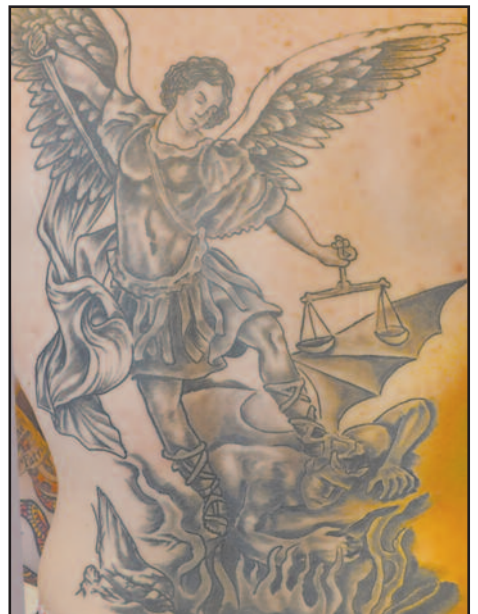
Marked for Life Female Tattoo Expo

BY JEN ARNEY

Women have certainly been making a big splash in the industry over the last decade, and nothing is a better example of this than Deana's Marked for Life. This year, Deana celebrated her 17th annual tattoo convention. Though the convention started as an all female event, a few guys have jumped on the band wagon over the last few years, and they've been great sports about it (some even dressing up!). The best part about Marked for Life? It's for a good cause. Over the 17 year span of the event Deana and her pack of kickass women have raised over \$45,000 for the Shriner's Children Hospital. But it's not all work and no play at Marked for Life, as Deana likes to keep the event chocked full of entertainment for artists and patrons alike. Between the art fusion and auction, raffles, Hottest Babe on a Bike contest, belly dancers, kids corner and plethora of tattoo contests, there was literally something for everyone. This is one convention I recommend taking a walk around, if not for the killer art, then for the children! To find out more information on next year's convention or to book your booth visit <http://www.deanaskinart.com/flyer.htm> ★



From Top Right:
Liz Tarter showing off
her 1st place win for
Hottest Babe on a
Bike Contest, Miss
Dinah Love (Johnny
Awesome) and Liz,
Deana proudly auc-
tioning off the fusion
artwork, Kevin
Horton's Backpiece
by Big Bruce of A Fu
Kein Good Tattoo,
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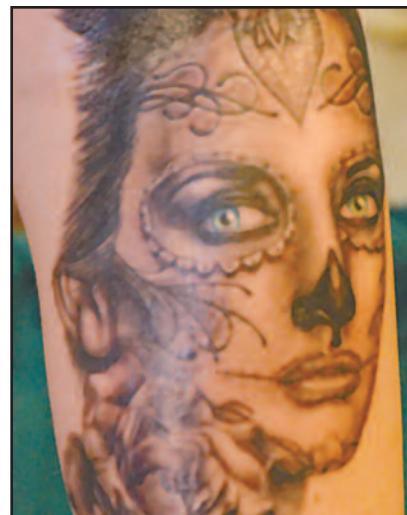
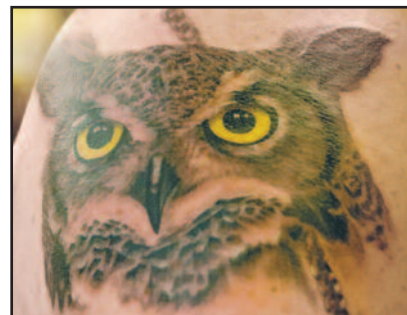
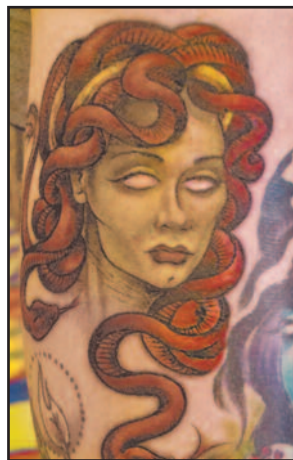
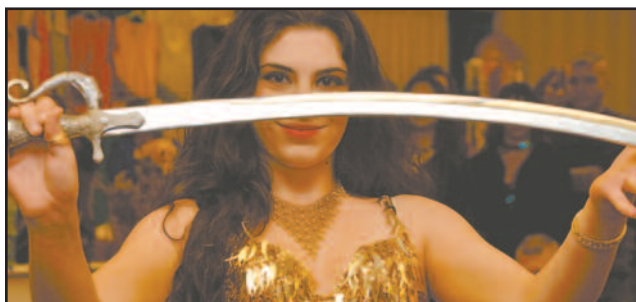
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Female Tattoo Expo

continued



Clockwise from top left: Liz Gruesome tattooing a Medusa, Best of Day Friday and Saturday owl and face by Audrey Maher, Hand by Rudy Rudnicki on Wayne Sloupe. Left: Belly Dancer. Bottom Left to Right: Annette of Atomic Tattoos, peacock on Ashley Stanton by Rafael Carlos, rib piece by Chris Cicogna



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Stacie Becker

Artist snapshot from the Marked For Life Expo

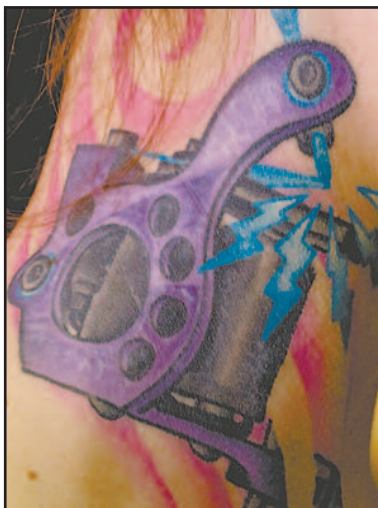
INTERVIEW AND PHOTOS BY JEN ARNEY

Stacie Becker first started getting tattooed a few weeks before her 16th birthday. She was on a road trip with her Mother and the two stopped in Sandusky, Ohio for some matching tattoos. They got their tattoos, rode some roller coasters later in the day, and Stacie Becker's life has been a smile-filled thrill ride ever since!



When did you decide to enter the tattoo industry?

I've always been into art, so I knew I wanted to head in an artistic direction. When I moved out to Vegas I needed a job, and waiting tables was just too competitive. Since I was tattooed I went to a shop and got a job helping manage and run the floor. While there, I realized I needed an artistic outlet, and one of the guys I was managing actually put the idea in my head to tattoo. Mike decided the best environment for me to try to learn was in a busy street shop, so we moved down to Florida in 04' and Painter really gave me my first start by letting me apprentice in his shop under Mike.



Tell me more about you and Mean Mike:

Mike's great. We were actually dating when we moved out to Vegas. We ended up getting married by Elvis in one of those quickie wedding chapels while we were out there. He got my name ("Stacie") on his knuckles soon after. I was timid to get mine but finally gave in a few years later and put "Mean Mike" on my knuckles. I guess we've beat the "name stigma" for now because we've been married 7 years so far and things are going great.

What's on your agenda lately?

I've really been trying to stay busy. We took over Hurts So Good in 2009 so I've been doing a lot of tattooing. During the slower times I also do a lot of painting and have been working on Stacie Mean Creations. Other than that, I've been trying to get on the convention circuit a bit more to get my name out there and check out all the amazing artists that have been traveling around lately.

I noticed a lot of ladies were sporting Stacie Mean creations at Marked for Life, how's that been going?

How cool is that! Honestly I just started making the jewelry collection about a year ago. I got the idea from a jewelry maker I came across. I tried to get her to sell my prints on her jewelry but never really heard much back, so I decided to start my own brand. All the prints in the jewelry are original paintings I've done, however I do take custom orders as well. The rings sell for \$20, bracelets \$30, and \$40 for necklaces, but I also offer combo pricing and am always up for a good trade! ★



To find out more about Stacie Becker or Stacie Mean Creations you can check out: <http://www.etsy.com/shop/stacie-mean>, www.hsgtattoo.com, or hit her up on her Facebook at <http://www.facebook.com/StacieMean>

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Dee Dee Seruga

What a Long Strange Trip It's Been

BY MATT WOODY

It all started about 17 years ago for Dee Dee Seruga, but tattooing has been an interest of the Florida native for much longer. What started as a simple infatuation with rub-on tattoos (you know you did it when you were a kid), slowly transitioned into a curiosity with college students in Ft. Lauderdale. Once a friend started getting tattooed frequently, Dee Dee's curiosity quickly morphed into something that she wanted in her life, as well. As the Grateful Dead ended their four-decade-long tour cycle in July of 1995 — and with Jerry Garcia's death soon after — Dee Dee Seruga had a new calling in life. Tattooing would completely envelope her attitude and way of life, but not without a few bumps in the road.

Dee Dee has had the passion for tattooing even longer than she's been doing the craft, though. Translating ideas in her head was the more difficult task at first, as is any new artform to a newcomer. With a 2.5 month apprenticeship at a less than desirable loca-



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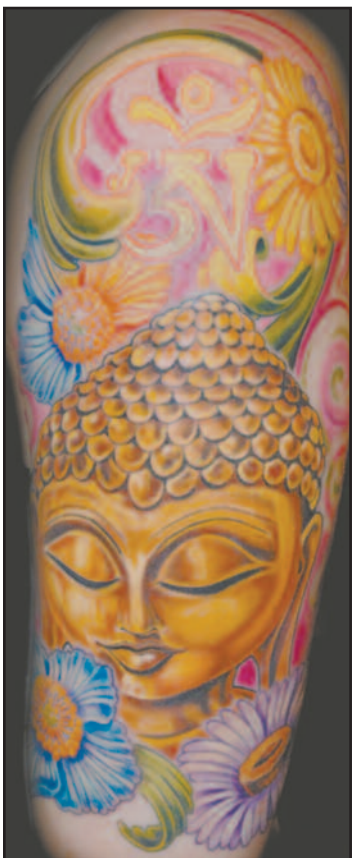
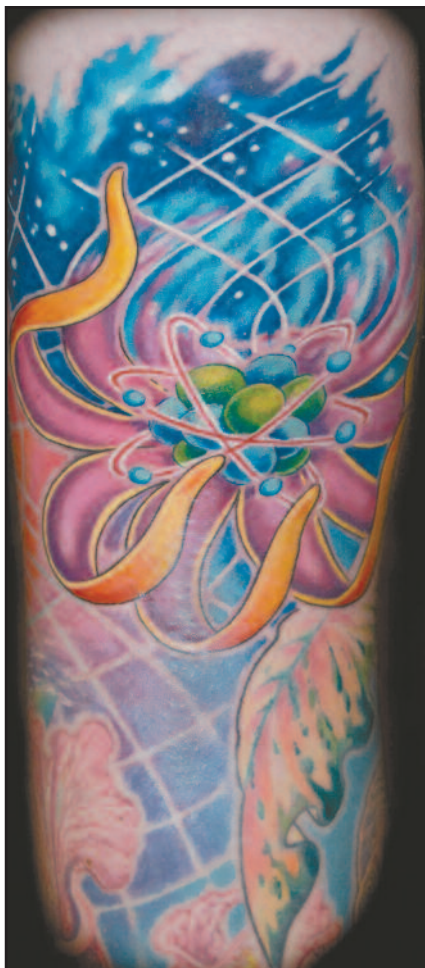
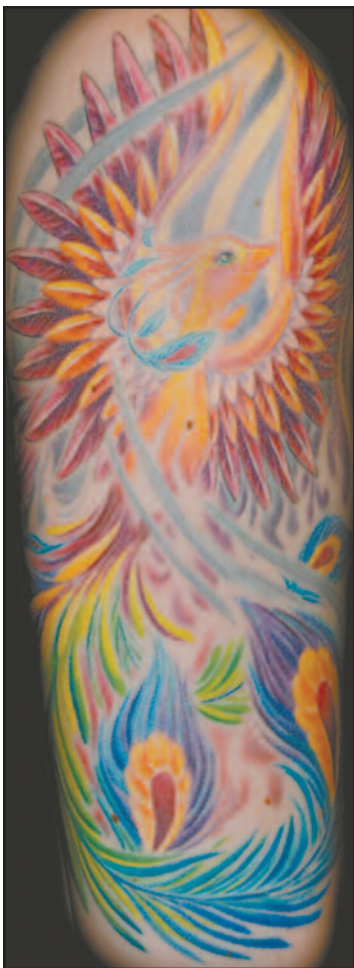
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Dee Dee Seruga

tion, she was on her way. She may have not been ready for her first human canvas after those first couple months, but a forced job pushed her into the world of tattooing. And this time, there wasn't much holding her back.

"I can't say I had that crazy passion for it until after my daughter was born and I took a year off," Dee Dee recalls. "I was very down on my work and down on life in general. I gave up tattooing for good — or so I thought. After a year I decided to pick the machines up again 'cuz I was being bugged by friends. It was still another good year before I moved to Florida and something clicked."





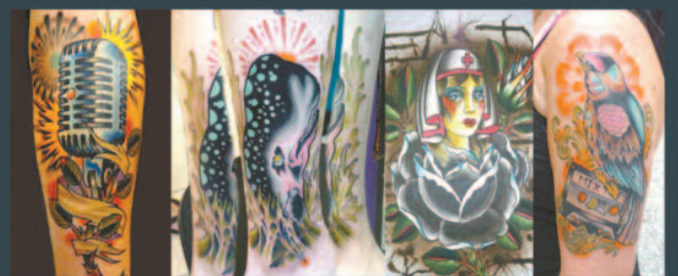
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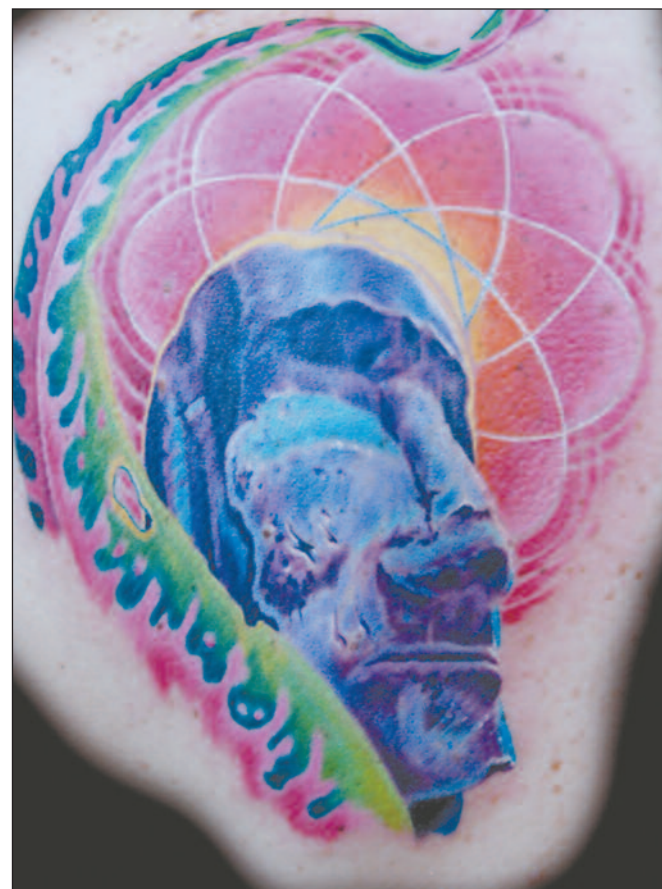


Dee Dee Seruga



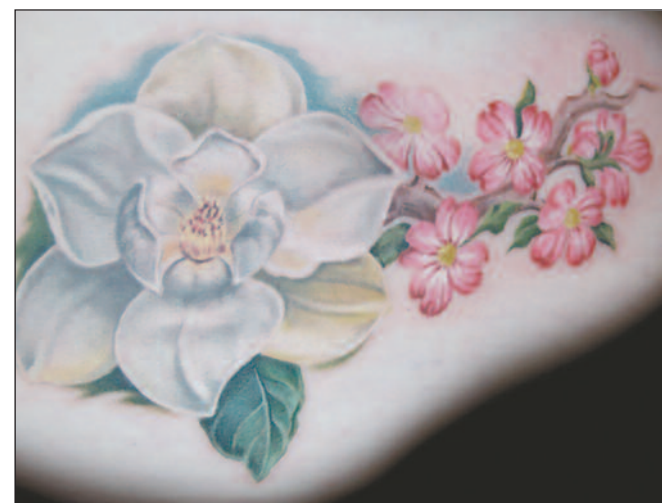
Flash forward to September 27, 2007. Requiem Tattoo was founded by Dee Dee and two friends, as described as germaphobes on her website. But cleanliness and health are not the only attributes linked to the Spring Hill, Florida-based shop. Bright colors and brilliant fantasy tattoos fill Dee Dee's portfolios, and it's easy to see the talent that flows from her mind.

From touring with bands like the Grateful Dead in the early 90s, Dee



Dee has always found love with traveling the open road. She frequents tattoo conventions such as the Paradise Gathering in Colorado and Hell City in Ohio, but she always adds in any events that might sound fun. She's managed to tattoo outside the country, just over the border in Montreal, but her enthusiastic outlook on traveling will likely see her venturing farther in the near future.

To best sum up what Dee Dee has in store for the near future, she simply states: "I'm about taking opportunities any time they're presented. I will usually grab it by the horns, providing that my parents are open to taking care of my daughter while i flee." ★



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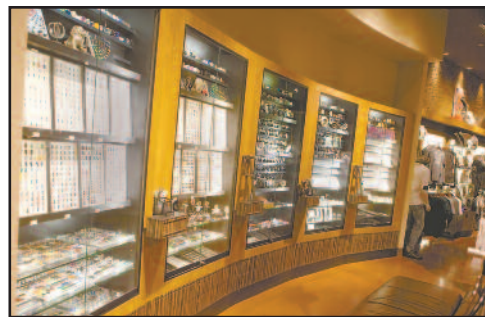
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CLUB TATTOO LAS VEGAS

BY MATT WOODY



Before all the glamour and fame, Club Tattoo's humble beginnings started in 1995. The shop was founded in Tempe, AZ by husband-wife team Sean and Thora Dowdell and Linkin Park frontman Chester Bennington. Back then, they really only had one goal in mind: to become the best tattoo shop in town. It wasn't long until that goal was reached, and new plans worked their way into

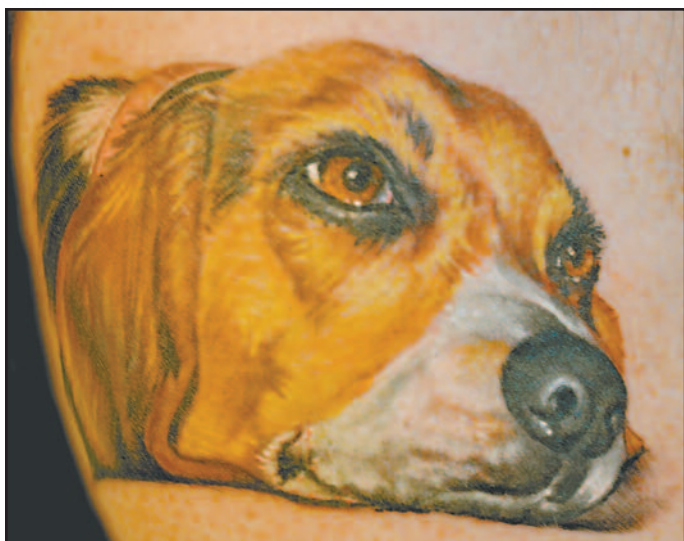
the three owners' minds.

The Tempe-based parlor soon branched out into alternative markets, such as men's and women's clothing and a huge selection of custom pierced jewelry. It didn't take long for Club Tattoo to become widely recognized as a premier gathering spot to get tattooed, and it certainly wouldn't take long for piercing and niche-market apparel enthusiasts to flock.



Tattoos this page by Chris Garcia





Tattoos this page by Joey Hamilton



By 2003, the solo location had reached its peak of customer intake and artist availabilities. A second Tempe location was really the only solution to an overflowing tattoo parlor. But it wasn't soon after the second parlor opened that another one was needed. Four months later, a third store in Mesa was established.

Glendale and Las Vegas locations were eventually added next, bringing the current total of Club Tattoo locations to five. Over the last 17 years, internationally known artists have helped create the reputation of Club Tattoo being a world's best spot. But it didn't happen overnight, and many of the artists got their beginnings elsewhere, even as far away as Alaska and the Philippines.

Walter "Sausage" Frank has been a part of the Club Tattoo team for over 10 years now, getting his start at the Apache/Tempe location in 2001. But it was in 1999 that Walter first started tattooing, working an apprenticeship in Anchorage over 3,500 miles away. Once he eventually found Club Tattoo and worked at a Tempe-

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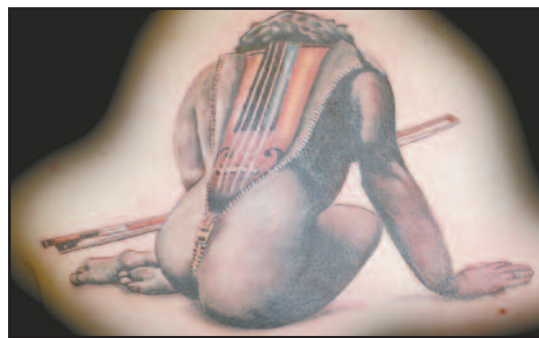
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CLUB TATTOO

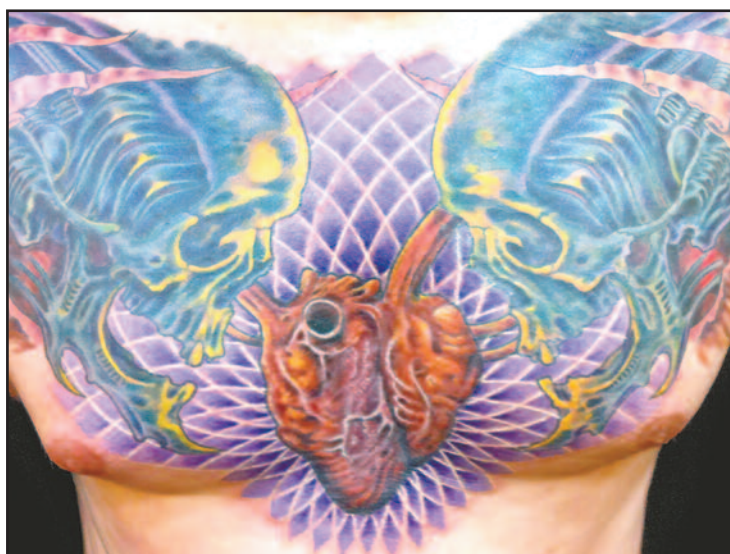
based parlor for seven years, he would relocate to the Las Vegas location. A father of two, Walter credits his attentive black and grays and realistic works to the creative freedom his clients allow.

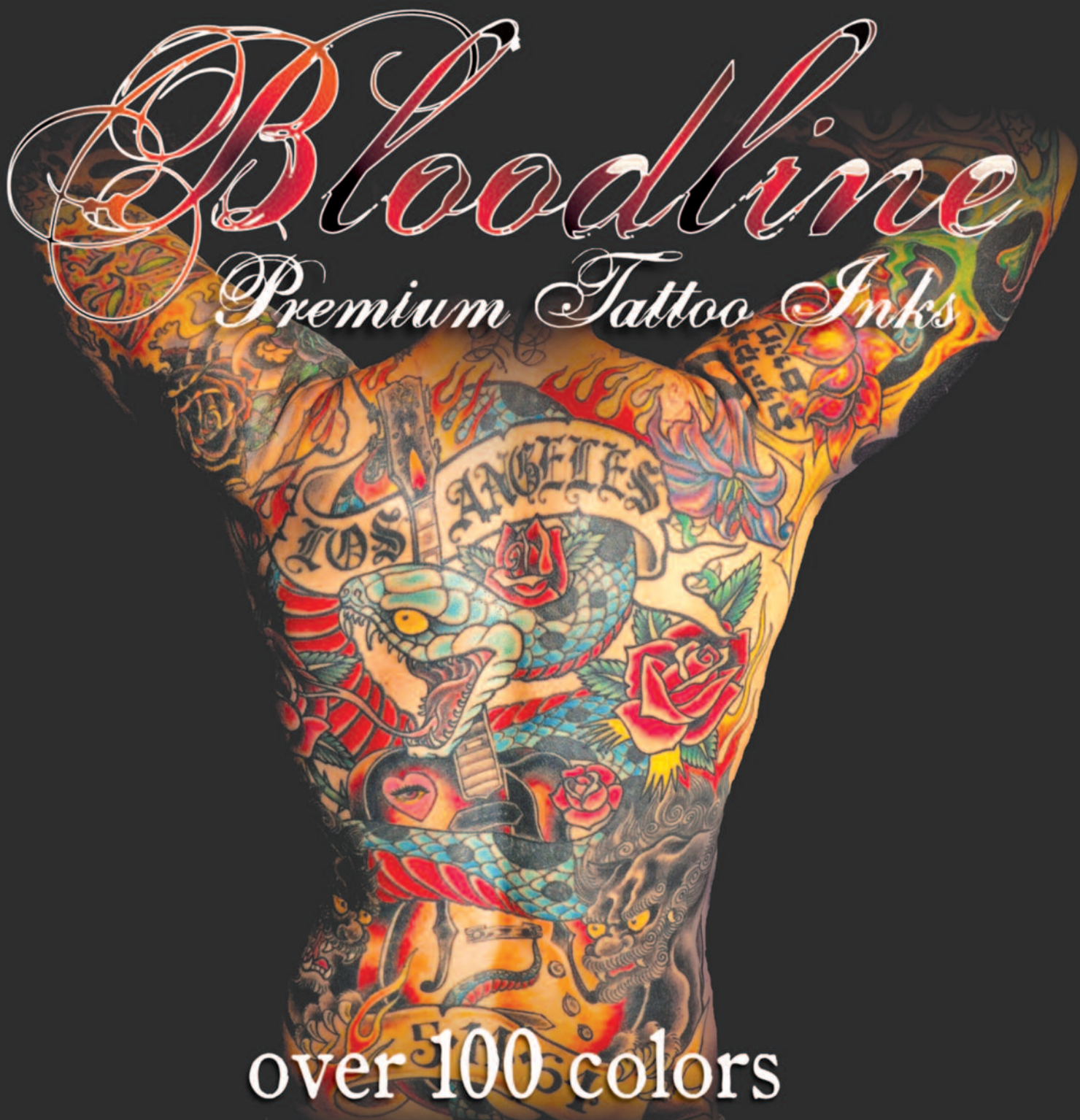
"My clients always take good care of me," Walter tells. "In return, I try to do the same for them by giving them the best possible work that I can."

Chris Garcia is another Club Tattoo Las Vegas tattoo artist, and much like Walter, Chris' journey begins far away from Las Vegas, Arizona and even the United States. Chris was raised in Manila, Philippines where he began his interest in the world of art. Shortly after moving to Virginia Beach, VA with his brothers in 1993, Chris' interest in permanent artwork began to grow even greater. He purchased a tattoo kit to get started (hey, we know what you're thinking, but Virginia Beach outlawed tattooing until 2001), eventually getting hired by Ancient Art in Newport News in 1994. A natural at portraits and realism, Chris attributes this way of working as a constant motivation.



Tattoos above by Kristoff. Tattoos below by Joe Riley





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CLUB TATTOO

"I believe that i am naturally stronger at this style of tattooing because i find it fun and challenging to capture as much detail as possible into a tattoo," Garcia tells. "I am truly fortunate to do this for a living and the joy of knowing that i have exceeded a client's expectations is the most rewarding part of my job."

Tattooing for 16 years now, Joey Hamilton got his start in the warm surroundings of Florida. After meeting artist and friend Jason Stephan at Bobby D's, the two would eventually open a shop together in Destin. During this time period, Joey showed obvious influence from photo-realistic tattoo icon, Deano Cook. Expanding on this tattooing style, Hamilton would eventually become a part of the Club Tattoo Las Vegas family, as well. It seemed that a great team of artists were coming together with one common theme: detail!

But let's shift focus to another Club Tattoo location for a moment. The Mesa, AZ location has a lot to offer in terms of amazing artistry, too. Born in New Jersey and studying fine art in Western Colorado, Melissa Fusco would have her life changed after meeting artist Roger Pearson in Florida. While tattooing had been an interest during her teenage years, it wasn't until after college graduation in southern Florida that she would become interested in tattooing herself. Learning everything in her apprenticeship with Roger and a few other helpful friends, Melissa would eventually pack everything up and head west once again. She found Club Tattoo in Tempe where she worked for a few years, eventually transferring out to the Mesa location. Melissa's style includes techniques learned from painting and drawing over her many years.

Ian Loughlin is a self-described "arto-holic." With a heavy interest in pencil and



Tattoo above by Melissa Fusco



Tattoos directly above and below Walter Sausage Frank





Tattoo above by Walter Sausage Frank.
Below by Ian Loughlin

CLUB TATTOO

charcoal at an early age, spray paint would become Ian's new main interest throughout his teen years. After getting some tattoos himself and through encouragement of an enthusiastic brother, Ian purchased a tattoo kit and immediately set out to learn the fine craft of tattooing. He practiced on some rubber sheets at first, then decided that an apprenticeship

was really the best way to move forward with tattooing. He began his life of permanent ink with Custom Ink in Glendale, AZ until they relocated in 2009. At that point, Ian was picked up by the Club Tattoo Mesa location where he remains to this day.

So, we've run through the amazing artists and featured



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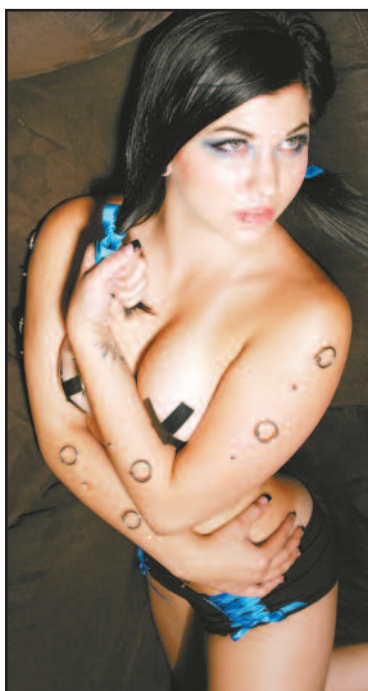
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CLUB TATTOO

some of their work here, but what is it about Club Tattoo that sets it apart from everything else? One of the highlighted features in each of the boutique studios is the "Interactive Tattoo." Just as the name suggests, clients use a touch-screen monitor to position custom tattoo images on the body. Previewing their tattoos gives a whole new approach to the concept of tattooing, something that Club Tattoo stands proudly behind in terms of industry innovation.

Stay tuned for the next issue of Prick, where we provide an exclusive interview with Thora Dowdell and her awesome ink. But we thought we'd let the Club Tattoo owner reveal a little secret



Piercings by Sean Dowdell



about the parlor, an exclusive to publicly break here at Prick Magazine!

"We will be opening a location in San Francisco at Pier 39, mid-summer of 2012. Be sure to stop by Pier 39 and check us out, like us on Facebook or go to ClubTattoo.com for news and updates!"

Wow! Stay tuned for the next issue of Prick when we get to see what makes Thora Dowdell tick, and how owning Club Tattoo has transformed her life. ★

Stigma TATTOO BAR

BY MATT WOODY

The next time you venture in to get tattooed, take a look around you. Are there bar maids slinging shots of aged whiskey in the air while girls snake up and down metal poles in their skimpies? If you answered yes, you just might be asleep and dreaming. However, there's also a good chance that you might just be at Stigma Tattoo in Orlando. Your fantasies aside, let's concentrate on the brick and mortar store in Central Florida and what it's like to enter the realm of controversial ideas.

Let's back up for a moment. Combining drinking and tattooing into one environment can be tricky, but pole dancing,



too? Some might question the pairing of a tattoo parlor with a fully stocked bar, but how many times have your friends tagged along with you to get that next piece, only to sit in the corner and sulk while looking ever-so bored? And really, I can't think of a better way to celebrate that tender new spot on your body than with a nice, tall glass of something with bite. Add a pole to the mix and you've got yourself quite an entertainment center.

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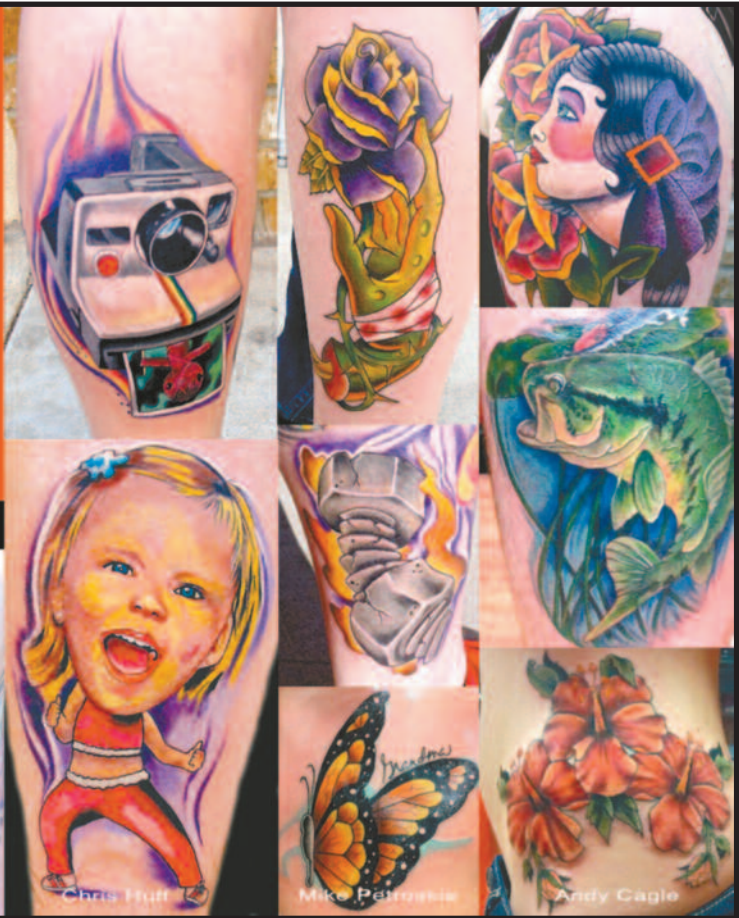
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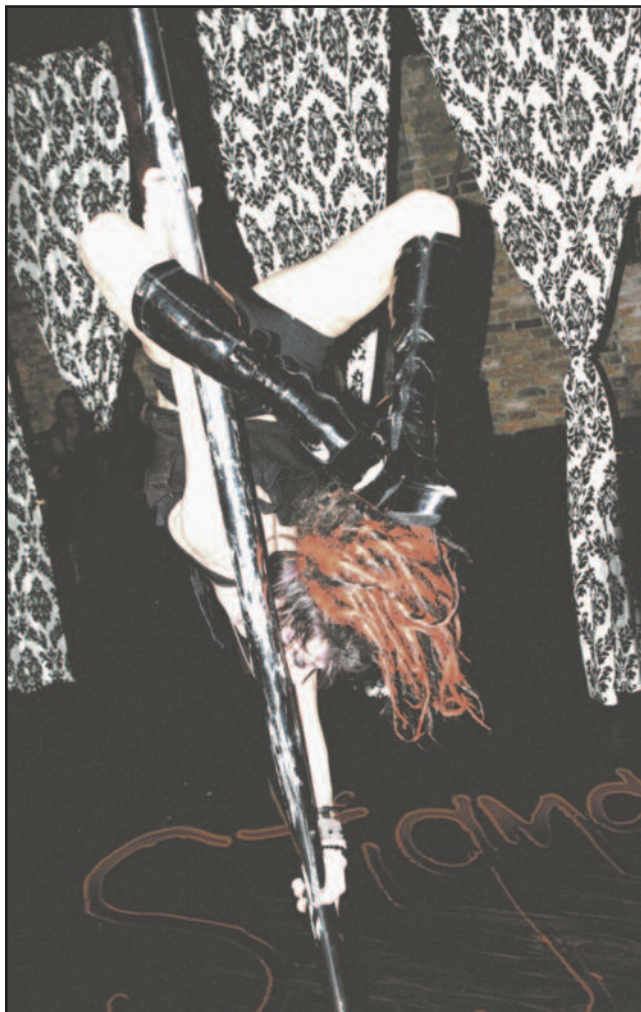


Stigma

TATTOO BAR

The tattoo artists at Stigma cover all styles and technical abilities to provide each customer with a customized experience. Danny Wells, better known as Welsy and the owner of Stigma, is a London native who made exquisite jewelry for celebrities and royalty members alike. After building upon his tattoo skills and moving to the United States, he struggled to find artists that could creatively align with his vision. Thus, Stigma Tattoo was born. Welsy identifies best with freehand portraits and extremely detailed, realistic work. But really, the Stigma boss finds comfort in just about any style you request.

Hailing from Baltimore, Charles attributes his unique style of tattooing to watching his mom paint





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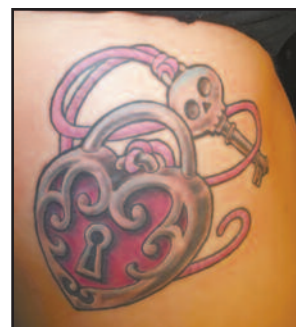
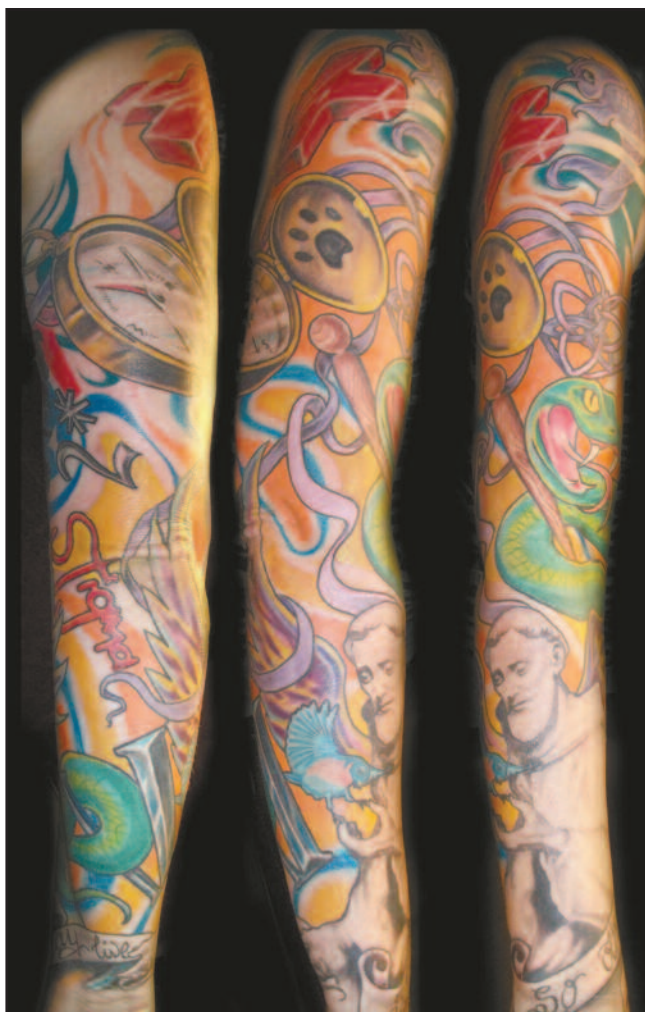
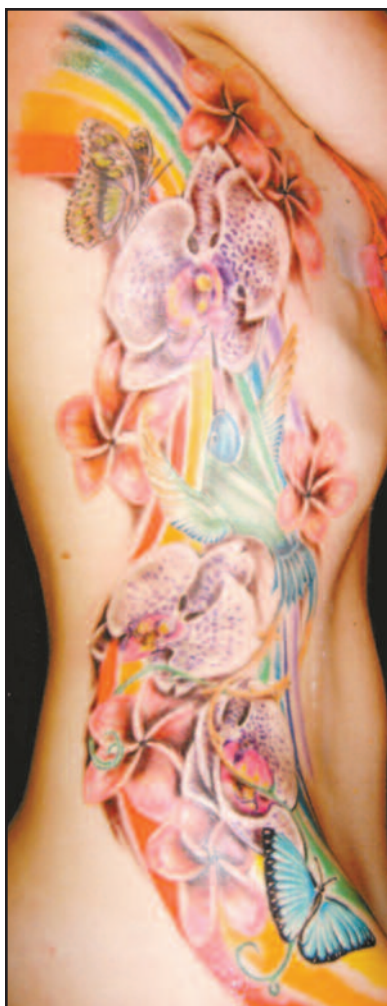
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Stigma TATTOO BAR

portraits with elaborate backgrounds. He's always interested in trying something new, giving the customer a really unique tattoo when all is said and done. Just don't ask Charles for something cliché like horseshoes or blue moons, because he will quickly refer you to an artist somewhere else.

So what about the pole dancing? Kelly Wells, a pole-dancing instructor, wife of Danny and mom of three boys, explains that pole fitness gave her a newfound confidence to try new things and experience life. Eventually working as a pole-dance instructor, Kelly found Stigma Tattoo to be the perfect place for her to exercise her athletic abilities. As most of the students are girls, Kelly tells me about what the guys have to say about trying it out.

"Guys often give it a try, but usually after a few attempts of 'guy' moves they give in to the fact that it's much harder than they ever realized!"

Stigma also features some of Orlando's most promising up-and-coming tattoo artists and body piercers. While the parlor takes walk-ins, it might be a good idea to make your appointment today. Weekends seem to be really busy for the Florida shop, as "Free Pole" is offered to couples who come in and want to try out the class. And rightfully so, because pole-dancing encourages excitement for couples looking to spice things up in their relationship.

Don't worry about getting to Stigma before they shut down, either. The tattoo shop and bar stay open well into the night, leaving plenty of time for the bar flies to get inked and catch a drink after work.

The Stigma family is obviously very tight, whether you're a tattoo artist, body piercer or a lovely dancing instructor. The family extends past employees and dedicated artists, as the logo is permanently branded on many more individuals. Do you have what it takes to be a member of the family? ★

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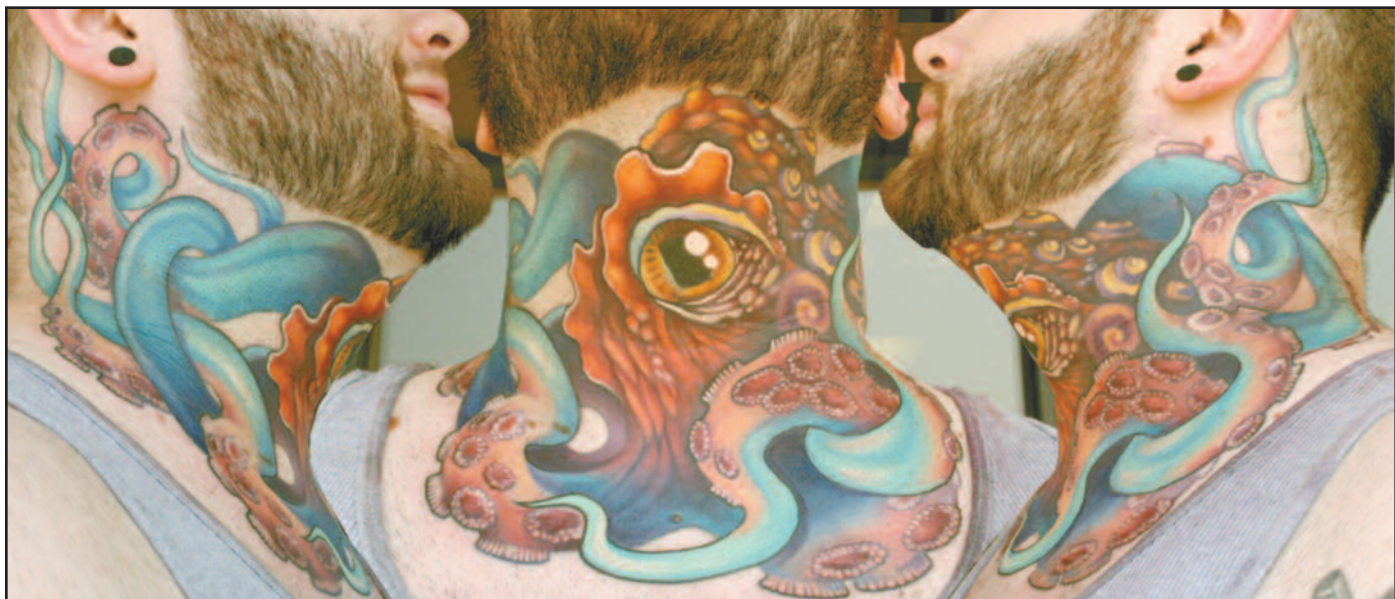
OFF THE MAP TATTOO

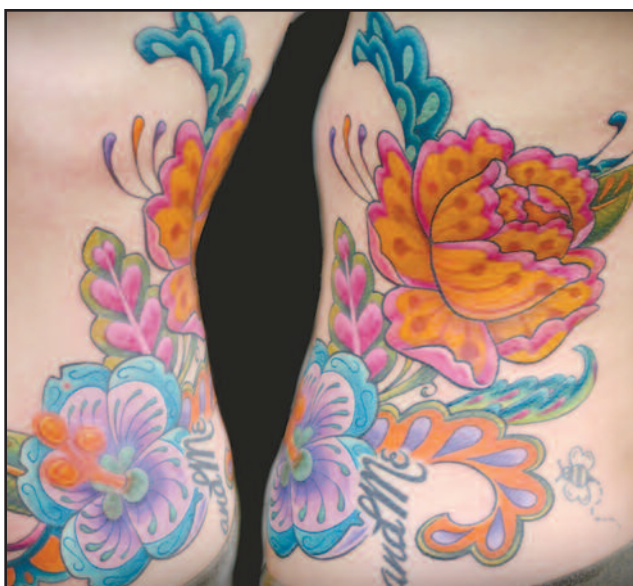
BY MATT WOODY

Off the Map Tattoo and Jeff Gogue are excited to announce that they have joined forces to open a second Off the Map location in Grants Pass, Oregon. Jeff Gogue will continue to tattoo, paint and lead workshops as the head artist, but his Grant's Pass studio has reopened as Off the Map Tattoo. The studio will keep Jeff Gogue's inspiration and signature, combined with a bit of the original Off the Map Tattoo in Easthampton, Massachusetts flavor. It will be an easy transition, as Jeff has influenced the Off the Map team for years. Off the Map will supply the tattoo-savvy customer service, additional resident artists, management and scheduling of monthly guest artists and workshops, with many notables already setting dates. Gogue will focus on what he loves the most: world class tattoos, art, and inspiration for other artists and clients. Canyon has moved up from Reno Nevada to join Jeff as a resident tattooer.



Guest artists above: Ivana and below: Teresa Sharpe





Guest artist this page: Tim Senecal



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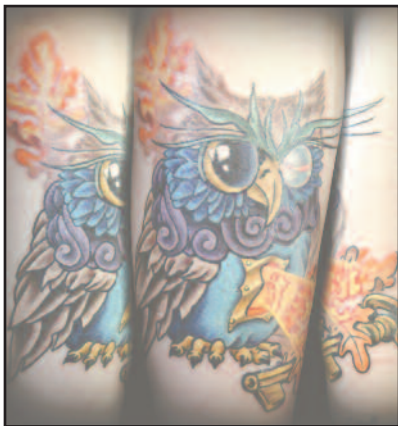
Jeff Gogue is recognized with worldwide acclaim and shares his techniques in tattooing and painting through various seminars around the world.

"I'm super excited to partner with Off the Map to create a unique tattoo and fine art space and environment here in Oregon where people can get world class tattoos, artists can rejuvenate and focus their art career and skills. It's the perfect place for that. The gallery space is awesome and the seclusion from the hustle and bustle of the city life gives a new perspective to the artists visiting. I believe this will be a catalyst for the growth of our trade and the personal growth of artists and the tattoo community" says Gogue of the new venture.

Off the Map Tattoo was established in Easthampton, MA with the goal of creating a professional, clean, educational environment for artists and collectors alike. Now in its sixth year, Off the Map Tattoo has grown from one to five full-time resident artists and attracts more than forty guest artists a year from around the world. The opportunity to be able to manage and promote a studio with Gogue is an unexpected dream come true.



Guest artist this page Chloe Vanessa












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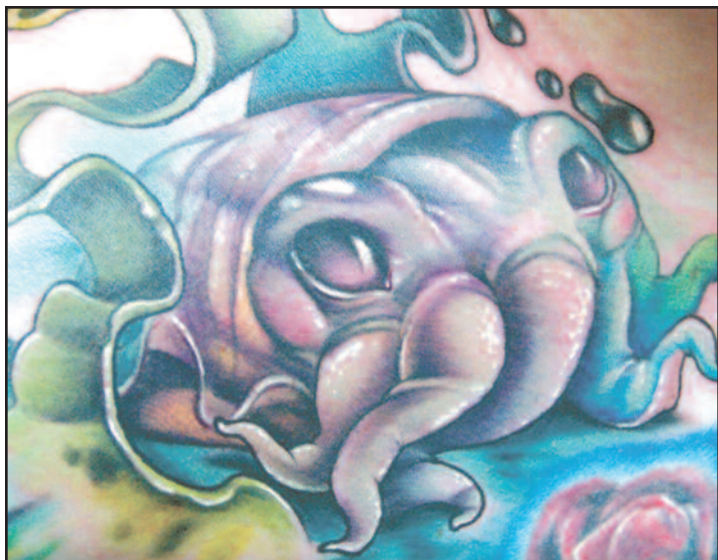


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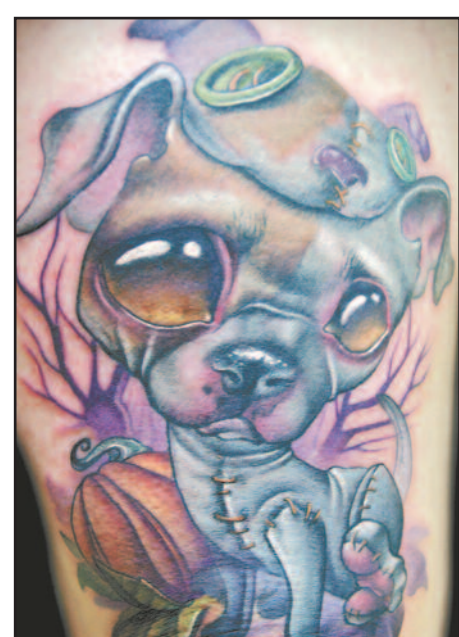
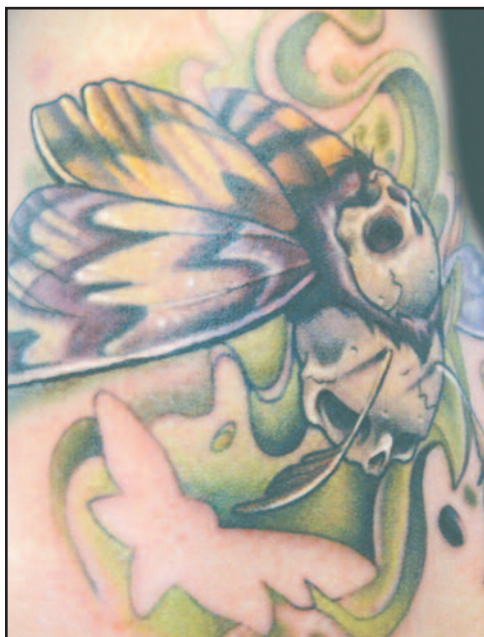
OFF THE MAP

"Jeff has a way of motivating people to do their best - to kick it up - and we're feeling it already!" says Gabe Ripley, owner of Off the Map.

Off the Map is more than just two custom studios on either end of the country, it also produces educational events, such as the Paradise Tattoo Gathering in Colorado (TattooGathering.com), Paradise Artist Retreat (ParadiseArtistRetreat.com) in New Mexico and helps co-produces the



Guest artist this page: Kelly Doty



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OFF THE MAP

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To keep up to date with the upcoming schedule of guest artists and workshops, visit OfftheMapTattoo.com for daily news updates and GogueArt.com for Jeff Gogue's portfolio. ★



Guest artist this page: Max Rothert



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Dave Navarro

PHOTOS AND INTERVIEW
BY CHUCK B.

It's not every day that one of the biggest bands of the last three decades rolls into town.

After a lengthy sabbatical, Los Angeles founded band Jane's Addiction was heading out on a tour to support their album *Great Escape Artist*, released in October of last year. As many of you may already know, guitarist Dave Navarro recently appeared as host for Spike TV reality show *Ink Master*. We were able to catch up with Dave and ask him a few questions about the band, the show and life in general. It went a little something like this:

Chuck B: As far as the band goes, I know you guys pretty much branded your own kind of music that has yet to be imitated. Where does that sound derive from?

Dave Navarro: I really don't know, to be honest with you. I think it's a combination of where the four of us are coming from, musically speaking. We're all creatively coming from different places and when you mix it all together, it's Jane's Addiction. Not a single one of us has been able to create anything similar outside the band. It just happens to be these components.



CB: You've brought up other projects. Obviously you've all done your own side projects. Have you found you get the same creative freedom with the band that you get on your own?

DN: It varies. In a solo project, you're not bouncing off anybody. So, the initial idea will stay that idea. Whereas, when you're in a collaborative effort and you play one thing and somebody adds to it, and you're refining that certain sound, you give birth to something new.

CB: Is it more of a struggle with people?

DN: Yeah, for sure. You have four different brains as opposed to one.

CB: So what's the future hold for Jane's Addiction?



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Dave Navarro

DN: I've never been good at foretelling the future, and I don't plan to start now. No idea.

CB: No "We're going to come out with X number of albums in X years" or anything like that?

DN: Right now we have our hands full with being on tour, so that's what we're focused on at the moment.

CB: How has the response been on tour?

DN: Shows have been great. A lot of energy. We're playing a lot of new material off *Great Escape Artist*, and it's been a while since we've had a new record and a new show. So we're having a real blast every single night.

CB: Moving from music to tattoos, and *Inkmaster* in particular. How did you come to be a part of the show? Was that your brainchild?

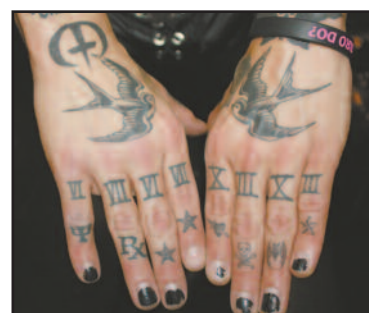
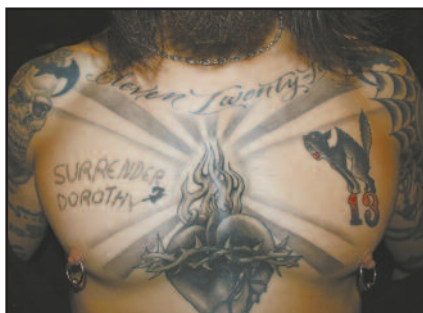
DN: No. There's really no anecdote to it. It was just a phone call.

CB: In your intro, you said something along the lines of getting tattooed longer than most tattoo artists have been working. What do you have to say to people who think you aren't right to judge and criticize tattoos on television?

DN: Well, I mean, I got my first tattoo when I was 17 by Bob Roberts, who's one of the world-renowned greats. And you know what, frankly, if anybody listened to the intro, I said I'm coming at this as a client. And that's my voice. I'm a client. I'm a guy who's been a client for 27 years.

CB: And I think that's valid. I'm a client; I'm not a tattoo artist. It used to be that the guys would go get tattooed from the fat biker dude, who wasn't necessarily cooler than the client. And that's sort of transitioned, and you've been there to see that transition of tattoo artists and tattoo clients.

DN: Well, let me just backtrack. There has been a lot of backlash to me, and to Oliver and




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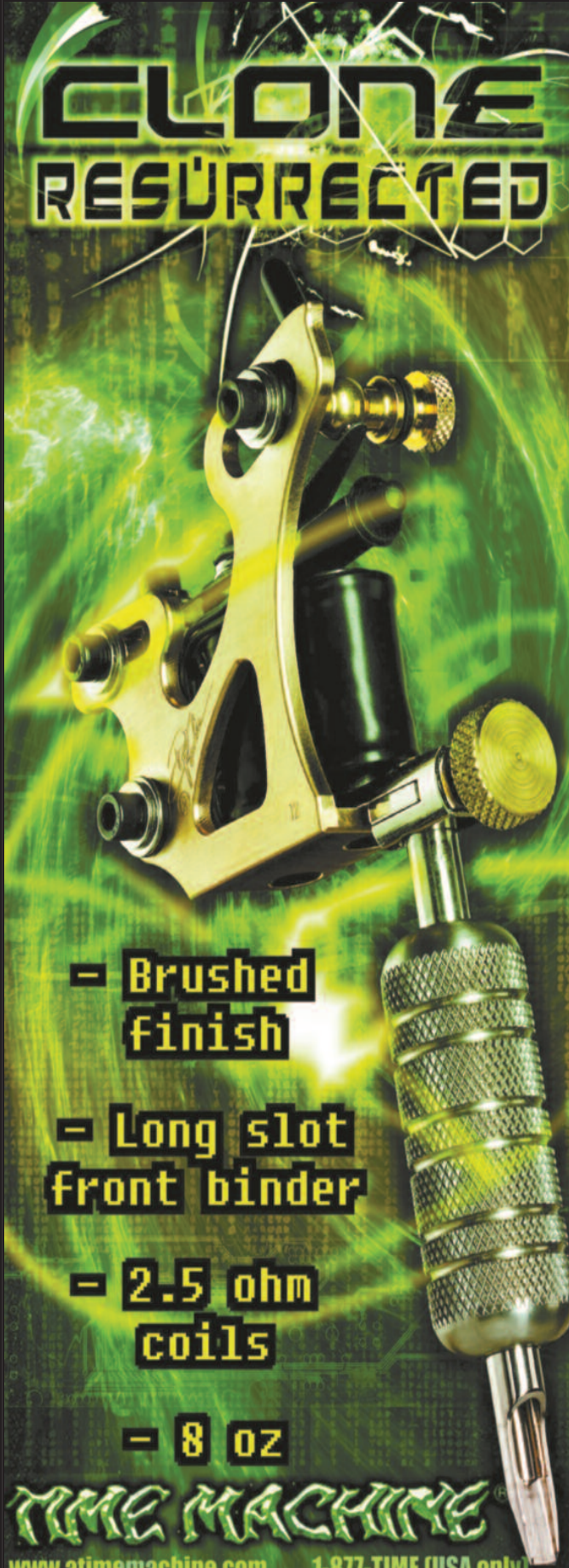
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Dave Navarro

Chris, and to the show. And here is the reality. Number 1, there are other options of television viewing at that time. A lot of other shows to watch. And number 2, we didn't force any of the artists to sign up. The artists entered into a competition where they knew they were going to get grilled, and they're fighting for \$100k. It's a chunk of change, and it could be lifechanging. They're getting to show their work on a national level, every single week. And one of them is going to win \$100k. Now when it comes to critiquing and some of the judging on the show, Oliver and Chris are the technical judges. They are the voices of the artists. We also brought in Jack Rudy, who's one of the pioneers of the realistic portrait in the world. We brought in Scott Campbell. We brought in people who are a big part of the tattoo community as alternative voices. My judging comes from that of a client, of someone who is aesthetically a fan, of the culture, of the art world and it's two cents, you know. And when someone gets voted off, I'm not the only voice.



CB: What are your thoughts on the customers? Are they handpicked or random? There were a few clients who didn't really work out, and they seemed to give up during the session. Did they try to pick clients who had reasonably good ideas or is it pretty much a lottery?

DN: As far as who gets on the show, and which artists and clients get involved with the show, I got nothing to do with that. Let me just make it clear, my job is a host. I host the show, I read the directions, I tell people where to go and what to do. And that's pretty much it.

CB: You're not trying to dictate the tattoo community or takeover or anything like that.

DN: Fuck, no. Here's the thing: I'm the host on a TV show. You know what I mean? It's really that simple.

CB: So what's the deal with another year?

DN: You know, I'm the host of it, Oliver and Chris are the Judges. We're going to do it. It hasn't happened yet, so I really don't know.

And that's another thing, some of our guest judges also weren't artists. We had Todd Weinberg from Inked magazine, who is not an

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artist. We had Ton Jones – not an artist. We had a couple of great artists, too, you know. But to me, it's not any different than anything else. There are competitions in every convention in town.

CB: It's all about competition anyway. So tell me, who has done some of your tattoos?

DN: Oh. Freddy Negrete did the sacred heart. Mark Mahoney did Guadelupe. Paul Stottler did the dragon. Kat Von D did one of the portraits. Megan Massacre did one of the other portraits. Henk Schiffmacher did a bunch of things on me. Bob Roberts, obviously. And people just ask me what I know about tattoos. Well, I know what it's like to get great ones, and I know what it's like to get really shitty ones. Like, I know what's really bad. And you know, I've had some feedback from people. "He's got some shitty tattoos what does he know." First of all, this is something I dove into when I was a teenager and yeah, it was like 27 years ago, in the thralls of a heroin addiction.

CB: You weren't trying to get a masterpiece.

DN: Yeah. You know, it wasn't like it is now. There are a lot of really great artists coming out of the woodwork. And it was hard to find a shop sometimes.

CB: Now that you're intimately connected to the tattoo world, do you have any future plans for large pieces or continuing anything?

DN: I'll probably never stop collecting. I don't really have



any major plans as of yet.

CB: Anyone on the show, from this last season, that you would want to get some work by?

DN: I think that Shane O'Neill and Tommy Helm are both real great. It depends on what kind of stuff, really.

CB: Most of your stuff is black and grey anyway. You probably want most of your stuff from Jack Rudy.

DN: Yeah, I'm going to sit with Jack when I get off tour. Jack was awesome to have on the show. That's funny. That was one of the episodes where people were most upset, because Josh Woods was sent home.

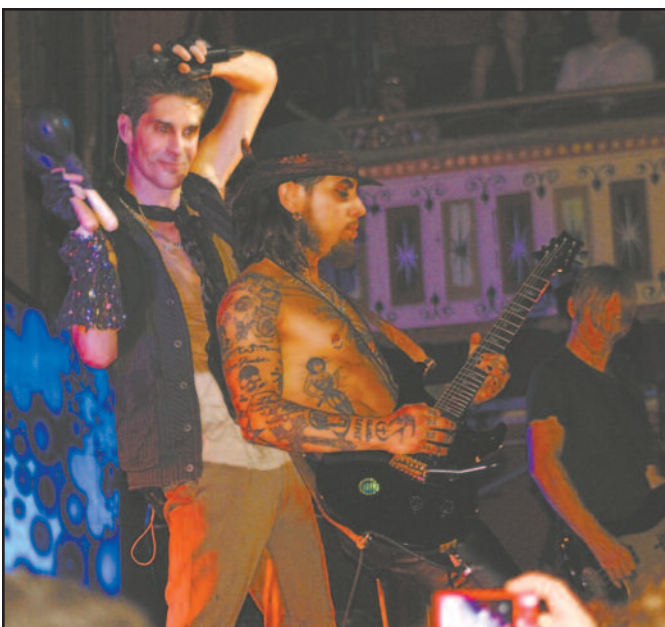
CB: A lot of people thought he was going to take it.

DN: Yeah, I mean, we had Jack Rudy as a judge.

CB: You can't really argue with him.

DN: Yeah, in that scenario, I'm conferring to Jack's opinion. You know what I'm saying? And as far as my presence on the show, there have been a couple times...well, let's just say this: I never really critiqued anybody. If you think about it, the only critique I really threw down was with Tommy. But basically, I'm the guy who's saying to Oliver and Chris "Why is this one bad; this looks good to me," and then they elaborate for the audience, for the people at home that are not artists that want to know why something is better than the other. What I've noticed is that a lot of people who watch the show who are not in the community, they say "They all look good to me. I don't understand how you can tell what's good and what's bad." And these guys start talking about technique and lines and shading and perspective. It's educational to people. So sometimes I'm there to ask those questions to get a layman's response out to the public atmosphere. It's simple.

CB: Thank you very much for clearing things up! ★



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